GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

SE - Understanding of Lifelong Learning for All in Society (ULLAS) - Promoting Functional Literacy, Financial Literacy and Digital Literacy among non-literates of SHG beneficiaries, Ayas, Cooks, Helpers, Night Watchman working in all Government/ZP/ MPP/ Govt., Aided schools and Anganwadi Helpers – Administrative approval over the course of (3) three years from 2024-25 to 2026-2027 – Orders - Issued.

SCHOOL EDUCATION (PROG.I) DEPARTMENT

G.O.RT.No. 428 Dated: 04-10-2024

Read the following:-

1. D.O.No.9-1/2022-NLM.I, Dt:21-02-2022, the Secretary, Department of School Education & Literacy, Ministry of Education, Government of India.
2. G.O.Rt.No.58, School Education (Prog-I) Department, Dated: 15.02.2024.
3. From the Director, Adult Education (FAC), e-File No:ESE09-12028/10/2024-B-DOAE (Computer No:2567346), Dt:01.10.2024.

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ORDER:

The Government of India has implemented several schemes to improve literacy in the country. In the meantime, a lot of developments, innovations and technological advancements have taken place including application of ICT and implementation of online teaching learning activities in the country. The National Education policy 2020 (NEP 2020), has emphasized that "Strong and Innovative Government initiatives for Adult Education in particular, to facilitate community involvement and the smooth and beneficial integration of technology will be affected as soon as possible to expedite this all-important aim of achieving 100% literacy". Towards this aim the Government of India has approved a centrally sponsored scheme namely Understanding of Lifelong Learning for All in Society (ULLAS) which aims to empower those adults aged 15 years and above who could not get due schooling and consequent literacy.

Objectives: The Scheme has five components in line with the National Education Policy, 2020.i.e.,

1. Foundational Literacy and Numeracy
2. Critical Life Skills
3. Vocational Skills
4. Basic Education (Equivalency)
5. Continuing Education.

(Contd…2)

2. In the circumstances reported by the Director of Adult Education, in the reference 3rd read above and in supersession of G.O.2nd read above, Government, after careful examination of the matter, hereby accord administrative approval for implementation of ULLAS program focusing on achieving Functional Literacy, Financial Literacy and Digital Literacy among non-literates of SHG beneficiaries, Ayas, Cooks, Helpers, Night Watchman working in all Government/ZP/MPP/ Govt., Aided Schools and Anganwadi Helpers.

3. Program Overview:

a. The program will be implemented in both rural and urban areas across all 26 districts.

b. The program will be implemented innovatively, focusing on achieving Functional Literacy, Financial Literacy and Digital Literacy among SHG beneficiaries, Ayas, Cooks, Helpers, Night Watchman working in all Government/ZP/MPP/Govt., Aided schools and Anganwadi Helpers.

c. The target of the F.Y.2022-23 of 4.15 lakh beneficiaries and the Budget of Rs.8,54,47,700 (Central share-Rs.5,12,68,620 and State share - Rs.3,41,79,080) will be covered during fiscal year 2024-25.

Financial Literacy: Under this vertical, Government endeavor is to ensure that neo- literate beneficiaries achieve the following objectives:

a. Equipping the learners with financial concepts, budgeting skills, and financial planning strategies, to enable them to effectively manage their finances, thereby gaining greater control over their economic resources.

b. Providing Financial Literacy education to enable beneficiaries to make informed decisions regarding borrowing, investing, and saving. This knowledge equips them with the skills to assess financial options critically, contributing to the sustainability and growth of SHGs.

c. It fosters responsible financial behavior, leading to timely repayment of loans and the establishment of a positive credit history.

Digital Literacy: Under this vertical, Government endeavor is to ensure that neo-literate beneficiaries achieve the following objectives:

a. In the modern era, digital literacy plays a crucial role in accessing financial services, conducting transactions, and managing accounts online.

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b. Digital literacy empowers individuals to utilize mobile banking, e-wallets, and online payment systems, simplifying financial transactions and enhancing convenience for members of Self-Help Groups (SHGs).

c. It opens avenues for digital financial inclusion, promoting a cashless economy and reducing the risks associated with handling physical currency.

Functional Literacy: Under this vertical, Government endeavor is to ensure that neo-literate beneficiaries achieve the following objectives:

a. Functional literacy provides women with the essential skills to comprehend and interpret financial documents, contracts, and agreements.
b. It improves communication and comprehension abilities, allowing SHG members to actively participate in financial discussions and negotiations.
c. Functional literacy is vital for interpreting loan terms, understanding interest rates, and ensuring transparency in financial dealings.

Overall Impact:

a. Improved financial literacy ensures that SHG members can make informed choices regarding loans, investments, and financial management.
b. Digital literacy facilitates efficient and secure financial transactions, reducing the time and effort required for traditional banking processes.
c. Functional literacy supports effective communication and understanding of financial matters, fostering a sense of empowerment and confidence among women in SHGs.

4. Guidelines for implementing program:

a. Tata Consultancy Services (TCS): The Knowledge Partner of the programme: Tata Consultancy Services (TCS), under the Literacy as a Service initiative, is responsible for developing all the e-content related to Financial Literacy, Digital Literacy, and Functional Literacy. This includes creating an online application for learner and volunteer teacher registration, various e- Training Modules, and instructional videos for Teaching/Learning. Importantly, TCS will undertake these tasks at no cost, offering their services free of cost. TCS will also establish a Monitoring and Information System (MIS) to closely monitor this program.

b. The Anganwadi Centres / Community Centres will be utilized for literacy classes.

(Contd…4)

c. The maintenance of the Literacy Centres will be met from the Training of Literacy Functionaries Budget.

d. The Teaching Learning Material (TLM) Primer and Marga Darshika (Teacher's guide) have to be utilized (which was developed in local language i.e., Telugu as per guidelines of the Government of India) for Foundational Literacy and Numeracy for learners.

e. Survey & Registration of learners: SHG beneficiaries, Ayas, Cooks, Helpers, Night Watchman working in all Government/ZP/MPP/Govt., Aided schools and Anganwadi Helpers are to be registered as learners and volunteer teachers in ULLAS App/ Proforma.

The Village Organization Assistant (VOA) and Cluster Coordinator (CC) will be responsible for identification of potential learners as well as volunteer teachers, their matching and batching arrangements.

f. Training and Orientation: This will be conduct at three levels i.e., State, District and Mandal.

State Level Training Programme:

State level training programme will be conducted to the district level resource persons (DRPs). The District Resource Persons (DRPs) i.e., Deputy Directors, Assistant Directors, Assistant Project Officers of Adult Education Department and representatives @ 2 persons from SERP from each district were participated at State level Training.

District Level Training Programme:

The DRPs who trained at State level will conduct one day training programme to the Mandal level functionaries. The mandal level functionaries include MPDO, Assistant Project Manager (APM), SERP Supervisor of Adult Education Department shall participate in the district level training programme.

Mandal Level Training Programme:

A one day training programme will be conducted at Mandal level. The Mandal level resource persons who trained at district level will act as resource persons to train the village level literacy functionaries i.e., Volunteer teachers, The Village Organization Assistant (VOA) and Cluster Coordinator (CC).

g. Instructional sessions: The Literacy Programme will be executed with the active involvement of Volunteer Teachers (VTs) from the SHGs. Video lessons will be uploaded on the smart phones of both Volunteer Teachers (VTs) and learners. Additionally, the video lessons will be accessible through online portals of DIKSHA. Volunteer

(Contd…5)

Teachers will be trained to impart Financial Digital and Functional literacy. The primer will be utilized for foundational Literacy and Numeracy among SHG beneficiaries, Ayas, Cooks, Helpers, Night Watchmen of the working in all Govt./ ZP/MPP/Govt Aided Schools and Anganwadi Helpers.

h. Monitoring Mechanism: The coordination of the program at the Village level will be monitored by the Village Organization Assistant (VOA) and Cluster Coordinator (CC), SERP, the VOA and CC will lead the coordination efforts of the program.

- At the Mandal level, the program will be supervised by the MPDO, Assistant Project Manager (APM), SERP and Supervisor of Adult Education Department.
- At Divisional level, the program will be organized by the Assistant Project Officer (APO)/Supervisor of the Adult Education Department.
- The Deputy Director/Assistant Director of the Adult Education Department and PD, DRDA, supported by the District Level Committee chaired by the District Collector, will be responsible for implementing the program at the District level.

i. Assessment: After completion of the literacy classes, the Assessment Test will be conducted by the National Institute of Open Schooling (NIOS)/Andhra Pradesh Open School Society (APOSS).

j. Certification: Every successful participant in the program will be awarded certificates, distinguishing their achievements by the assessment agencies.

k. Convergence: The program will coordinate its activities in conjunction with PR & Rural Development, MA & UD, I & PR, IT, and the School Education Departments.

l. The State and District Level Committees for implementation of the programme: Committees at both District and State levels will oversee the program implementation. State-level members include Government officials from various relevant departments, while District-Level members consist of local administrative authorities and education officials.

m. Funds for the Programme: The Government of India released the funds on 6th March, 2024 for implementation of the Programme. Accordingly to facilitate the program, the Andhra Pradesh Government has disbursed Rs.6,40,85,000 (C.S. Rs.3,84,51,00/- S.S. Rs.2,56,34,000/-) on 28.04.2023. These funds have been deposited into the SNA account and will be utilized for activities such as Surveys, Trainings, Assessments, as well as scheme mobilization and environment building.

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n. Duration of the Programme: The program is designed to run for over a span of 200 hours for 6 months.

o. Awards:

All Voluntary Teachers in the program will be awarded certificates. Exemplary and outstanding work in the field of literacy by Voluntary Teachers will be eligible for national awards given on International Literacy Day every year.

5. Budget outlay and the details of Annual Work Plan and Budget are Annexed to this order.

6. The Director of Adult Education shall take further necessary action accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

KONA SASIDHAR
SECRETARY TO GOVERNMENT

To
The Director of Adult Education A.P., Mangalagiri, Guntur District.
Copy to:
The Director of School Education, A.P., Mangalagiri., Guntur District.
The Panchayat Raj & Rural Development Department, AP Secretariat.
The Municipal Administration & Urban Development Department, AP Secretariat.
The GA (I&PR) Department, AP Secretariat.
The Information Technology, Electronics and Communications Department, AP Secretariat.
The Department for Women, Child, Differently Abled and Senior Citizens, AP Secretariat.
The CEO, SERP, Vijayawada.
The Commissioner, Panchayat Raj & Rural Development Department, Vijayawada.
The Commissioner, Women Development and Child Welfare Department, Vijayawada.
The Commissioner, Information & Public Relation Department, Vijayawada.
The Commissioner & Director of Municipal Administration, Vijayawada.
The Mission Director, MEPMA, Vijayawada.
The Director, SCERT, Vijayawada.
The Director, AP Open School Society, Guntur.
The OSD to Spl. Chief Secretary to CM.
The OSD to Minister for HRD.
The PS to Secretary to Education(SE).
SF/SC.

//FORWARDED BY ORDER//

SECTION OFFICER

ANNEXURE

(to G.0.Rt.No.428, School Education (Prog.I) Department, dated: 04.10.2024)

BUDGET OUTLAY FOR THE PROGRAMME

S. No.	Component	Unit cost	Activity wise details of Annual Work Plan and Budget submitted by State/UT and approved by PAB	
1.	Critical Life Skills and Foundational Literacy and Numeracy @190.75 per learner.			
	a) Survey of learners and voluntary teachers & database	Rs.25/-	4.15 Lakh learners	1,03,75,000/-
	b) Training Classes expenses including printing of the primers of TLM	Rs.100.75	4.15 Lakh learners	4,18,11,250/-
	c) Training of Literacy functionaries	Rs.30/-	4.15 Lakh learners	1,24,50,000/-
	d) Assessment & Certification	Rs.30/-	4.15 Lakh learners	1,24,50,000/-
	e) Mobilization & Environment Building of scheme	Rs.5/-	4.15 Lakh learners	20,75,000/-
2.	Common elements setting up of State Centre for Literacy (SCL) in SCERT.		Rs.	30,00,000/-
3.	Sub Total		Rs.	8,21,61,250/-
4.	MME & Administrative Expenses (4% of sub-total)		Rs.	32,86,450/-
5.	Grand Total (All Levels)		Rs.	8,54,47,700/-
6	Central Share (60%)		Rs.	5,12,68,620/-
7.	State Share (40%)		Rs.	3,41,79,080/-

KONA SASIDHAR
SECRETARY TO GOVERNMENT

SECTION OFFICER